



Web Site Redesign







Goals of Redesign

- 1. Strengthen Information Architecture (IA)
- IA is the definition, organization, and design of information within a system.
 - Web system defined by organization, hierarchy, navigation, labeling, etc.
- Focus on usability.
 - Functions that add value, are easy to use, and accomplish user goals.
- Make site structure and function obvious.
 - Match user goals to site (task analysis).
 - Balance breadth and depth (architecture not too flat or deep).







Goals of Redesign (cont.)

2. Improve Navigation to Help Users Find What They Need

- Speak the user's language.
- Be consistent and use web standards.
- Align navigation structures with cognitive models.
- Minimize users' memory load.
- Allow for chunking or grouping of tasks.
- Provide progressive levels of details.
- Provide navigational feedback.

3. Move Toward Section 508 Compliance

• Defined in Access Board Standards, published on December 21, 2000.







Design Elements That Increase Usability*

- Provide search capability.
- Use straightforward and simple titles.
- Structure pages to facilitate scanning.
- Use content hierarchies.
- Ensure that pages are accessible.
- Follow standard web conventions.
- Use a frameless design.
- Avoid using scrolling text, marquees, and constant animation.
- Minimize scrolling on navigation pages.

*From Jakob Nielsen's Alertbox (www.useit.com/alertbox)







Designing Navigation*

Five Elements of Persistent Navigation:

- **Site ID** provides an identity.
- A way home user can always "start over."
- A way to search for search-oriented users.
- **Utilities** important elements, but not part of the content hierarchy (like signs for the facilities in a store).
- **Sections** primary navigation or main sections.
- Exceptions can be made on the home page and forms.

^{*} From Steve Krug's Don't Make Me Think! A Common Sense Approach to Web Usability.





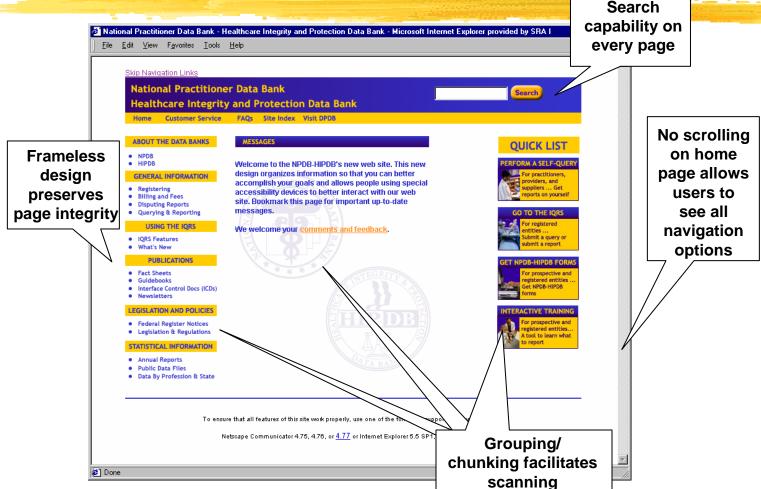


Design Elements That Increase Usability



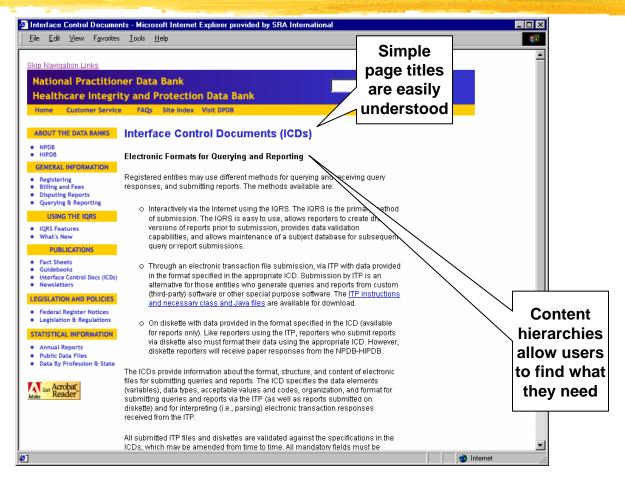






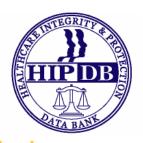










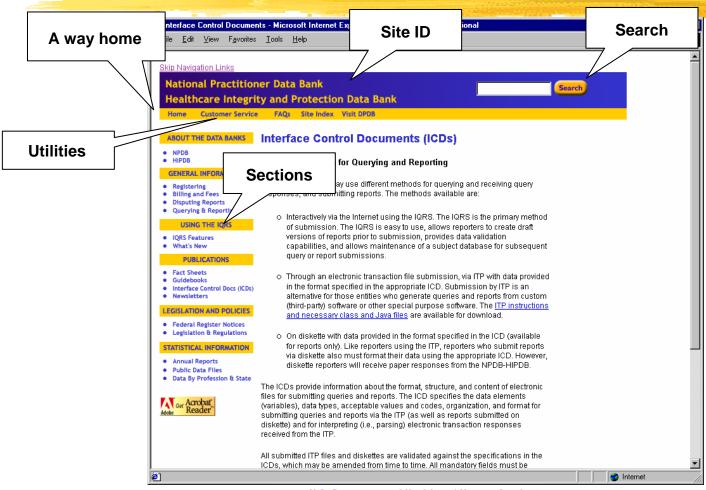


Five Elements of Persistent Navigation















Redesign Implementation

Implemented Redesigned Web Site on December 14, 2001

- Incorporated the usability goals (Information Architecture and Navigation improvements).
- Became compliant with Section 508 standards.

